



WXYZ

ORDER

Print Date 11/13/12

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Flight Dates **10/19/12-10/22/12**

Contract / Revision **315194 /**

Original Date / Revision
10/18/12 11/01/12

Advertiser **Protect Working Families**

Agency **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Product
Protect Working Families

Agency Com 15%

Billing Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1782 Week 3**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	76	\$106,632.50	\$125,450.00	0.00	10/01/12	10/22/12	76	\$106,632.50	\$125,450.00
Totals	76	\$106,632.50	\$125,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/21/12	10/21/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S		1		\$250.00		0.00					
N 2	WXYZ	10/19/12	10/22/12	430 AM News 7 Action News This Morni	CM	430a-5a	1---1--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	----1--		1		\$300.00		0.00					
	Week:	10/22/12	10/28/12	1-----		1		\$300.00		0.00					
N 3	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00



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Contract / Revision **315194** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1782 Week 3**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		0.00			
N 4	WXYZ	10/19/12	10/22/12	12-1pm M-F 12-1pm	CM	12-1pm	2---2--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----2--					2	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	2-----					2	\$1,200.00		0.00			
N 5	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,800.00		0.00			
N 6	WXYZ	10/20/12	10/20/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$500.00		0.00			
N 7	WXYZ	10/19/12	10/22/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	1---1--	:30	2	\$400.00	FX	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--					1	\$400.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$400.00		0.00			
N 8	WXYZ	10/19/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	2---2--	:30	4	\$1,000.00	FX	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----2--					2	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	2-----					2	\$1,000.00		0.00			
N 9	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$900.00		0.00			
N 10	WXYZ	10/20/12	10/20/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$250.00		0.00			
N 11	WXYZ	10/19/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	2---2--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----2--					2	\$800.00		0.00			
Week:		10/22/12	10/28/12	2-----					2	\$800.00		0.00			
N 12	WXYZ	10/19/12	10/19/12	7p News M-F 7-730p	CM	7-730pm M-F	----F--	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,500.00		0.00			
N 13	WXYZ	10/19/12	10/22/12	5p News 5-6pm M-F	CM	5-6pm M-F	2---2--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----2--					2	\$2,000.00		0.00			
Week:		10/22/12	10/28/12	2-----					2	\$2,000.00		0.00			
N 14	WXYZ	10/21/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **315194** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1782 Week 3**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	WXYZ	10/21/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	2		\$900.00		0.00					
N 15	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	2		\$900.00		0.00					
N 16	WXYZ	10/19/12	10/22/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-1	---1--	:30	2	\$750.00	FX	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--	1		\$750.00		0.00					
Week:		10/22/12	10/28/12	1-----	1		\$750.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
2	WXYZ	10/22/12-10/28/12		M-F 1205a-105a		1205am-105am M	M-----	:30		(\$750.00)		0.00 NM		
Credited														
N 17	WXYZ	10/19/12	10/22/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	2---2--	:30	4	\$1,400.00	FX	0.00 NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----2--	2		\$1,400.00		0.00					
Week:		10/22/12	10/28/12	2-----	2		\$1,400.00		0.00					
N 18	WXYZ	10/19/12	10/22/12	5am News M-F 5am News M-F	CM	5-6am M-F	2---2--	:30	4	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----2--	2		\$900.00		0.00					
Week:		10/22/12	10/28/12	2-----	2		\$900.00		0.00					
N 19	WXYZ	10/19/12	10/22/12	6p News 6-630pm M-F	CM	6-630pm M-F	1---1--	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--	1		\$2,500.00		0.00					
Week:		10/22/12	10/28/12	1-----	1		\$2,500.00		0.00					
N 20	WXYZ	10/19/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	4---4--	:30	8	\$2,000.00	FX	0.00 NM	8	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----4--	4		\$2,000.00		0.00					
Week:		10/22/12	10/28/12	4-----	4		\$2,000.00		0.00					
N 21	WXYZ	10/19/12	10/22/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1---1--	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--	1		\$1,000.00		0.00					
Week:		10/22/12	10/28/12	1-----	1		\$1,000.00		0.00					
N 22	WXYZ	10/19/12	10/22/12	M-F 1p-2p The Chew	CM	1-2pm M-F	1---1--	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--	1		\$1,200.00		0.00					
Week:		10/22/12	10/28/12	1-----	1		\$1,200.00		0.00					
N 23	WXYZ	10/20/12	10/20/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-	1		\$900.00		0.00					
N 24	WXYZ	10/21/12	10/21/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00



WXYZ

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Contract / Revision **315194** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1782 Week 3**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N24	WXYZ	10/21/12	10/21/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$500.00		0.00			
N25	WXYZ	10/19/12	10/19/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	----F--	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$3,000.00		0.00			
N26	WXYZ	10/19/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	----111	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----111					3	\$4,000.00		0.00			
N27	WXYZ	10/19/12	10/19/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$3,000.00		0.00			
N28	WXYZ	10/20/12	10/20/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$2,000.00		0.00			
N29	WXYZ	10/19/12	10/22/12	6am News M-F Action News 6am	CM	6-7am M-F	1---1--	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1---1--					1	\$2,000.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$2,000.00		0.00			
N30	WXYZ	10/19/12	10/22/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	1---1--	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1---1--					1	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
N31	WXYZ	10/19/12	10/22/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1---1--	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1---1--					1	\$3,000.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$3,000.00		0.00			
N32	WXYZ	10/19/12	10/22/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	1---1--	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1---1--					1	\$3,000.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$3,000.00		0.00			
N33	WXYZ	10/21/12	10/21/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$1,200.00		0.00			
N34	WXYZ	10/21/12	10/21/12	Sunday Prime D Sunday Prime D	CM	10-11pm Sunday	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$7,000.00		0.00			
N35	WXYZ	10/21/12	10/21/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$3,000.00		0.00			



WXYZ

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Contract / Revision **315194** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1782 Week 3**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	WXYZ	10/21/12	10/21/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
N36	WXYZ	10/22/12	10/22/12	Lions Pre Game Show Lions PreGame Show	CM	6-830p	M-----	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	M-----	1		\$5,500.00		0.00						
Totals														76	\$125,450.00